

IN THE CLAIMS:

1. (currently amended) A method of registering an unenrolled player in a player tracking system, said method comprising:

permitting the unenrolled player to play a gaming device using an uncarded player account;

detecting a triggering event;

notifying the unenrolled player after the occurrence of the triggering event;

presenting the unenrolled player with a first set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system;

allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system, wherein the unenrolled player is awarded with the first set of enrollment incentives after enrolling in response to the notification; [[and]]

notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable;

presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system; and

allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with the first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event.

2. (canceled)

3. (previously presented) The method of claim 1, wherein detecting a triggering event comprises detecting, by the player tracking system, that a triggering event has been detected and prompting a casino employee present at the gaming device to contact the unenrolled player.

4. (original) The method of claim 1, wherein a plurality of unenrolled players play a plurality of gaming devices.

5. (original) The method of claim 4, wherein the plurality of gaming devices are networked together.

6. (original) The method of claim 5, wherein the triggering event corresponds to an unenrolled player among the plurality of players having a highest level of player rating.

7. (original) The method of claim 5, wherein the triggering event corresponds to a randomly selected player among the plurality of players.

8. (original) The method of claim 1, wherein the triggering event is a random occurrence.

9. (original) The method of claim 1, wherein the triggering event is a predetermined occurrence.

10. (original) The method of claim 1, wherein notifying the unenrolled player comprises soliciting the unenrolled player to enroll in the player tracking system.

11. (original) The method of claim 1, wherein notifying the unenrolled player comprises visually notifying the unenrolled player.

12. (original) The method of claim 11, wherein notifying the unenrolled player comprises notifying the unenrolled player through a display associated with the gaming device.

13. (original) The method of claim 11, wherein notifying the unenrolled player comprises notifying the unenrolled player through an overhead sign.

14. (original) The method of claim 1, wherein notifying the unenrolled player comprises aurally notifying the unenrolled player.

15. (original) The method of claim 14, wherein the aural notification is emitted from the gaming device.

16. (original) The method of claim 14, wherein the aural notification is emitted from a speaker remote to the gaming device.

17. (original) The method of claim 1, wherein the unenrolled player is allowed to self enroll.

18. (original) The method of claim 17, wherein the unenrolled player is allowed to enroll through a terminal on the casino floor.

19. (original) The method of claim 18, wherein the terminal is unattended.

20. (original) The method of claim 17, wherein the unenrolled player is allowed to enroll at the gaming device.

21. (original) The method of claim 20, wherein the unenrolled player is allowed to enroll through a keypad associated with the gaming device.

22. (original) The method of claim 20, wherein the unenrolled player is allowed to enroll through a display associated with the gaming device.

23. (original) The method of claim 1, wherein the unenrolled player is allowed to enroll with the assistance of casino personnel.

24. (original) The method of claim 23, wherein casino personnel approach the unenrolled player after the occurrence of the triggering event.

25. (original) The method of claim 1, further comprising applying a credit to the newly enrolled player's account following enrollment.

26. (previously presented) The method of claim 1, wherein the uncarded player account is a temporary account.

27. (original) The method of claim 26, wherein credit is applied to the temporary account.

28. (original) The method of claim 27, wherein the unenrolled player is permitted access to the credit following enrollment.

29. (original) The method of claim 28, wherein the credit is payable immediately.

30. (original) The method of claim 28, wherein the credit is payable on a future visit.

31. (original) The method of claim 28, wherein the credit is payable incrementally.

32. (original) The method of claim 28, wherein the temporary account is associated with a player identifier.

33-48. (canceled)

49. (currently amended) A player tracking system for uncarded players, said player tracking system comprising:

a network;

a plurality of gaming devices interconnected via said network; and

at least one server coupled to said plurality of gaming devices via said network, wherein said at least one server is configured to:

track uncarded play of unenrolled players having uncarded player accounts;

store the tracked uncarded play in a memory;

detect an occurrence of a triggering event;

notify at least one of the unenrolled players after the occurrence of the triggering event;

present the unenrolled player with a first set of enrollment incentives that the unenrolled player would have earned if enrolled in said player tracking system;

enable the unenrolled player to enroll in said player tracking system in response to an election by the unenrolled player to enroll, wherein the unenrolled player is awarded with the first set of enrollment incentives after enrolling in said player tracking system; [[and]]

notify the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll, wherein a frequency of notifications to the unenrolled player is adjustable;

present the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system; and

allow the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with the first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event.

50. (previously presented) The system of claim 49, wherein said at least one server is further configured to enroll the at least one unenrolled player in said player tracking system.

51. (previously presented) The system of claim 49, wherein said at least one server is further configured to award a bonus.

52. (canceled)

53. (previously presented) The method of claim 1, wherein if the unenrolled player chooses not to enroll in the player tracking system, said method further comprises:

tracking continued play of the unenrolled player; and
offering alternative enrollment incentives for enrolling based on the continued play.

54. (cancelled)

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56. (previously presented) The method of claim 53, wherein offering alternative enrollment incentives comprises offering a predetermined number of enrollment incentives.

57. (previously presented) The system of claim 49, wherein said at least one server is further configured to notify the at least one unenrolled player to enroll in said player tracking system.